



Astrology

CCT260 Assignment 1

Building A Standalone Professional Website: Information

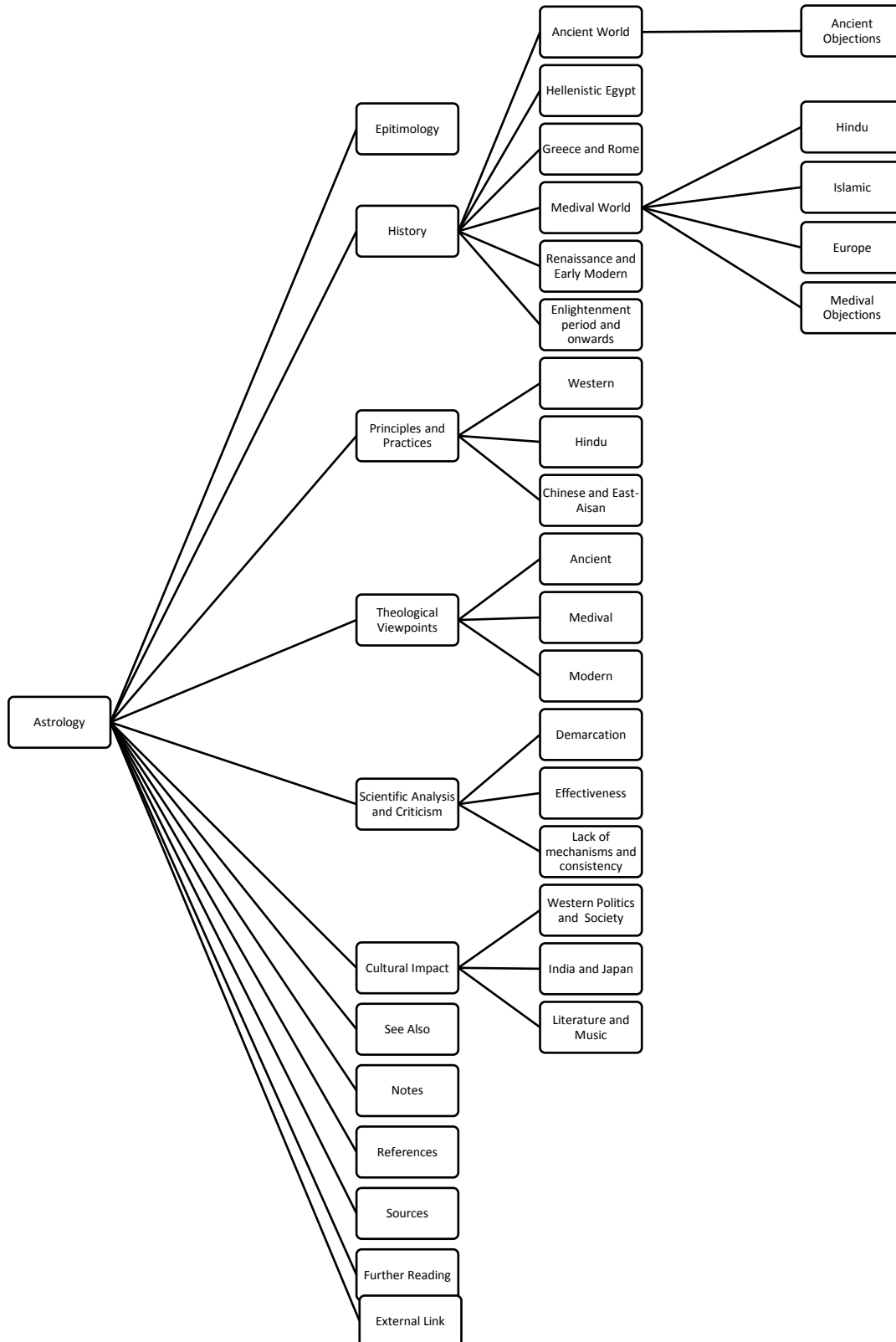
Architecture Wireframes

Sumaiya Saleem

1003399716

2018-03-01

Content Study



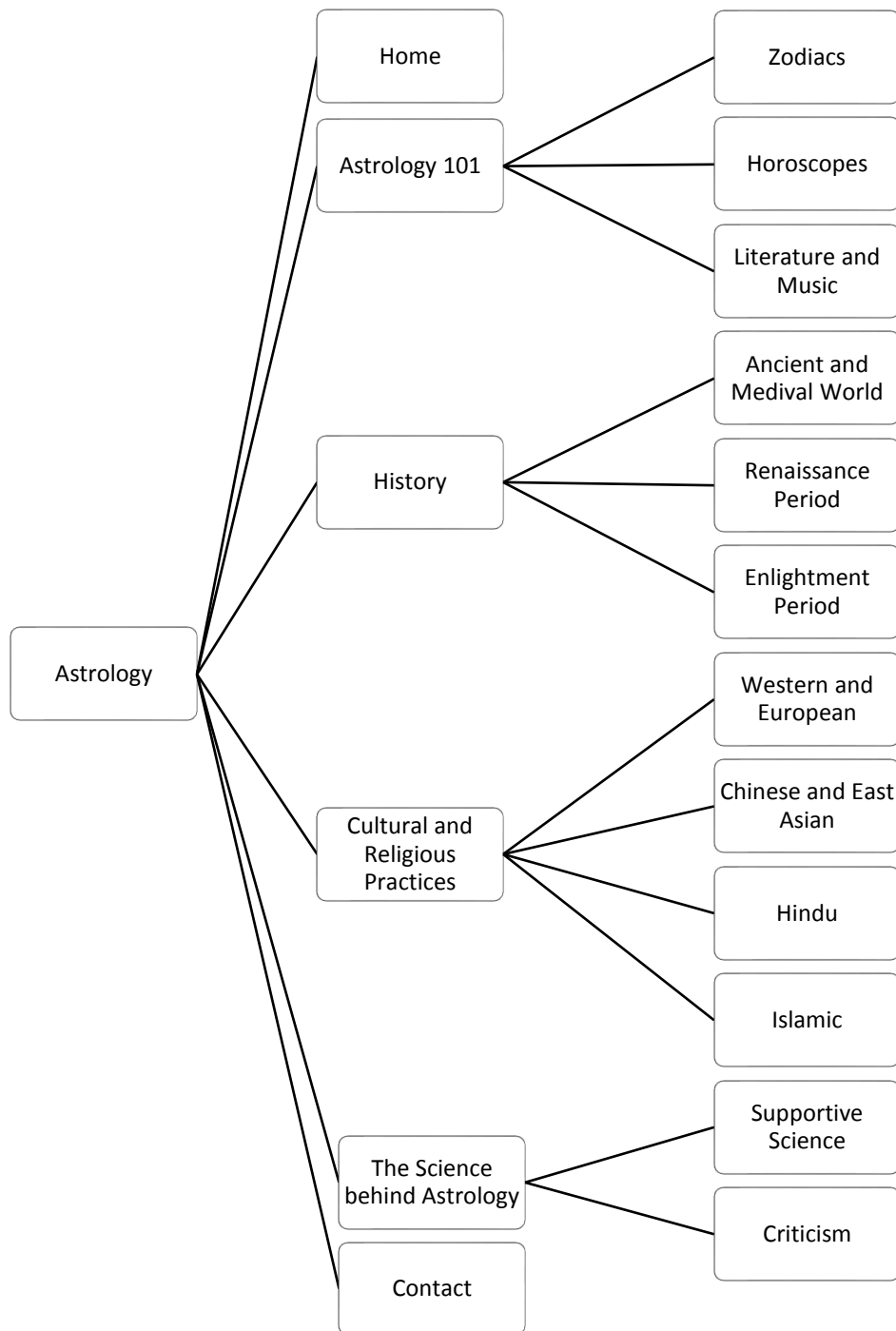
Personas

The first persona would be a teenager or a young adult, who is active on social media where they follow astrology pages and enjoy reading about their zodiac signs, as it is has become very popular in mainstream culture. Teenagers and young adults are constantly seeking advice about their personal lives, and since they are at this developing age they tend to rely on zodiac signs and horoscopes for positivity and an understanding of oneself. This person will visit the website to find this information clear and easy to locate with quick links on the home page.

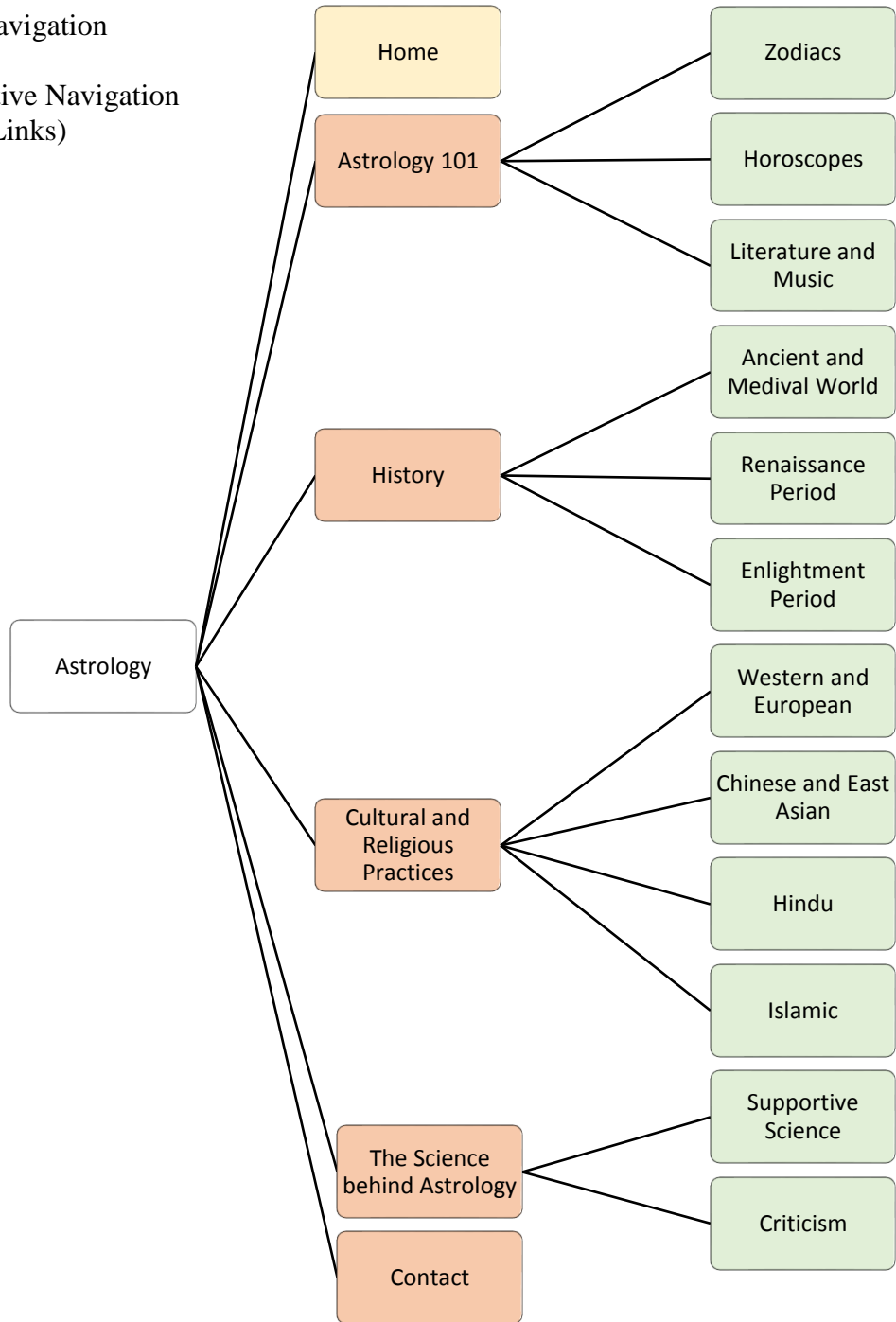
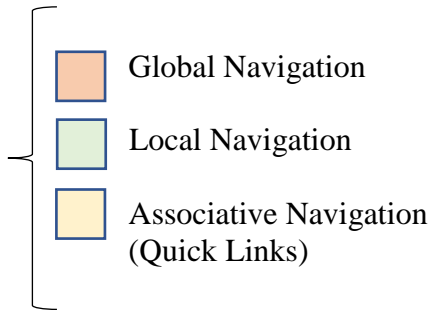
The second persona would be an astrologer who are just starting out on this field and want to learn more on the history of astrology as well as the different types of astrological practices in different cultures and religions in order to effectively understand and perform their work. The website will be a starting point for them, and provide easy to access information on current popular astrology practices as well as older ones, so they can also get an idea on what existing astrology pages look like.

The third persona would be a skeptic, who does not believe in the concept of astrology. With the recent hype and popularity around the subject, this person would refer to this website to research for themselves why people believe in this, and study historical and cultural practices around the sign, and how it came to belief. The website will also provide what any science says about astrology so the persons research can be effective and with reason.

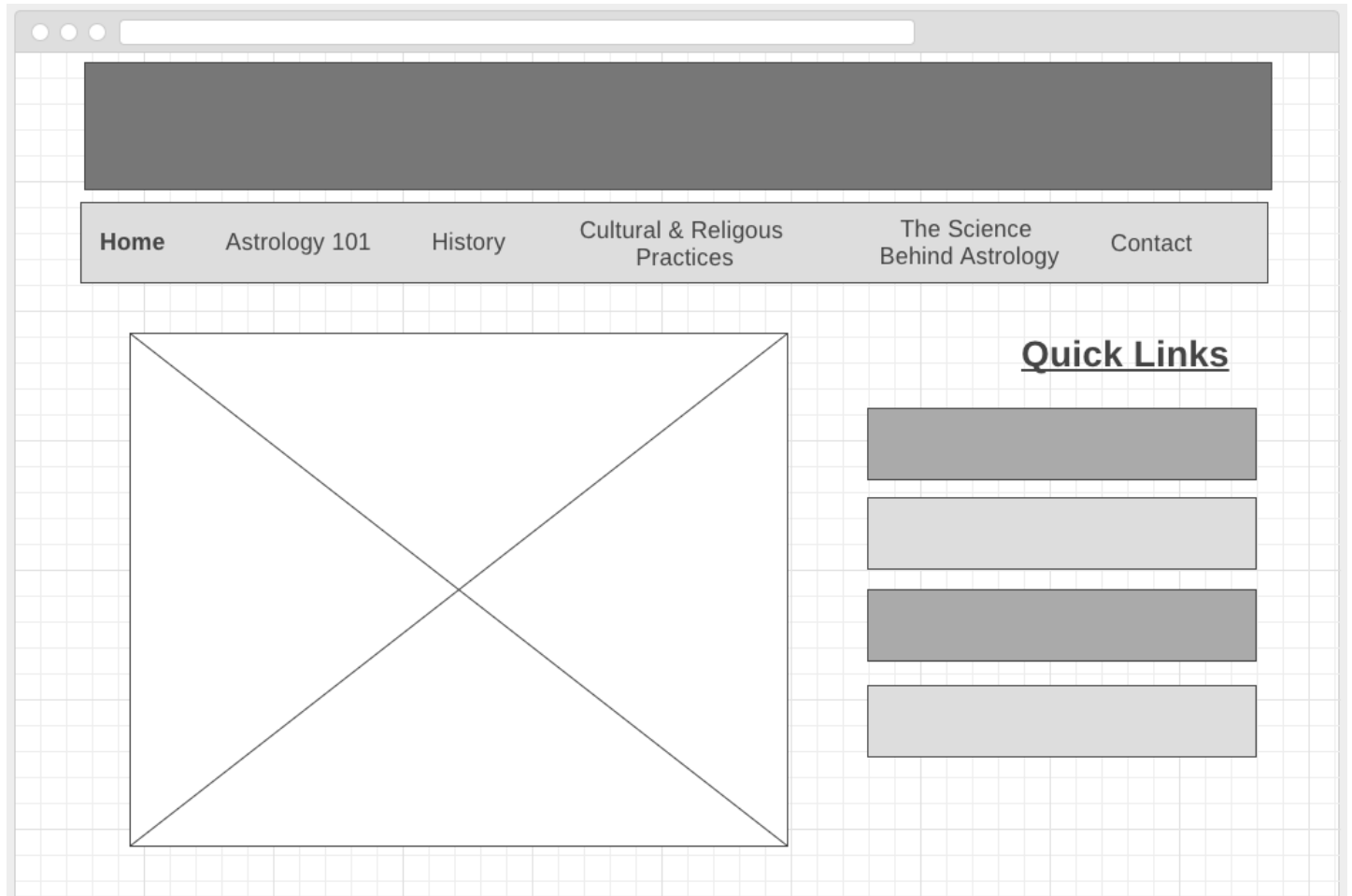
New Information Architecture



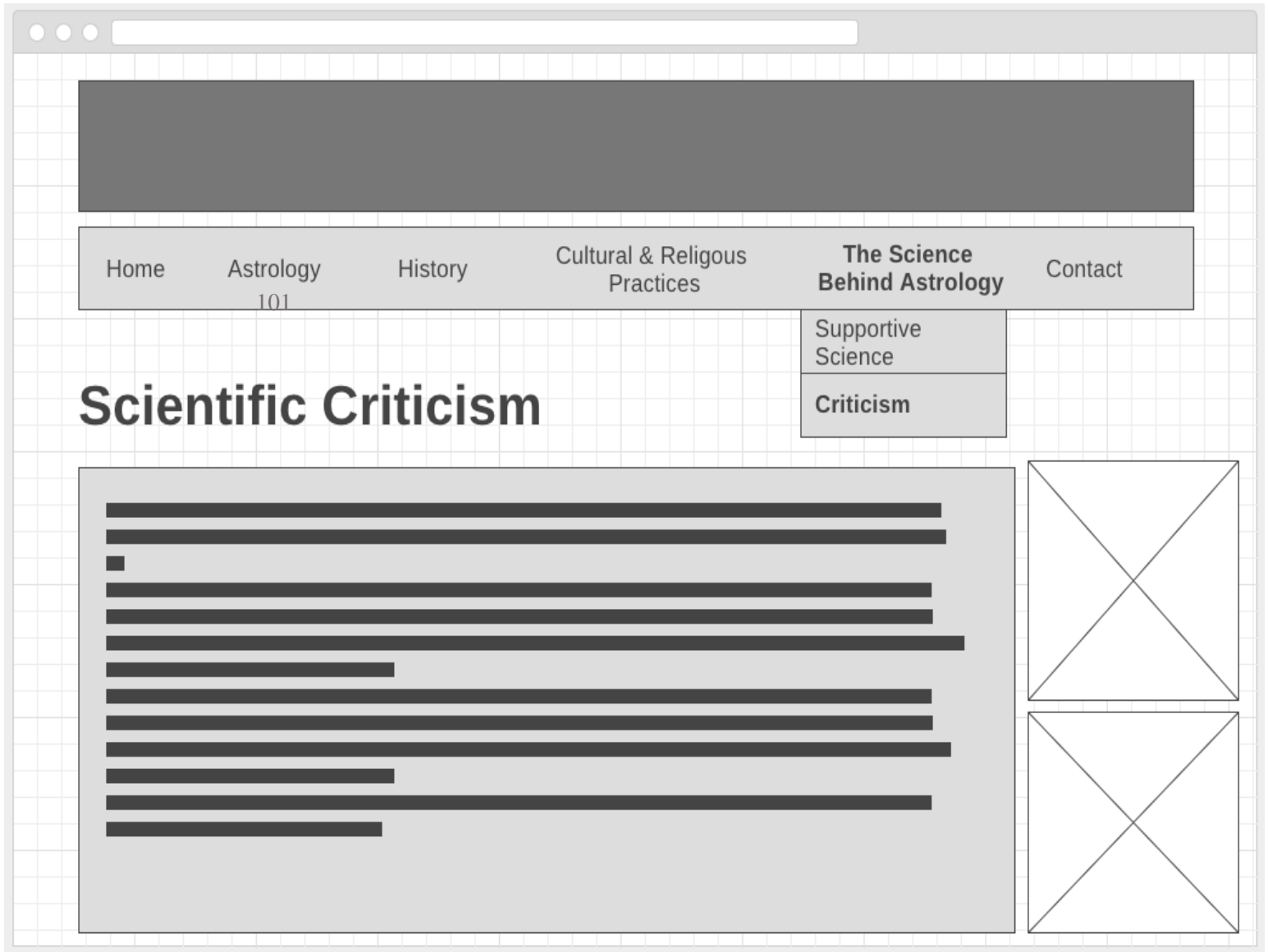
Navigation



Wireframes

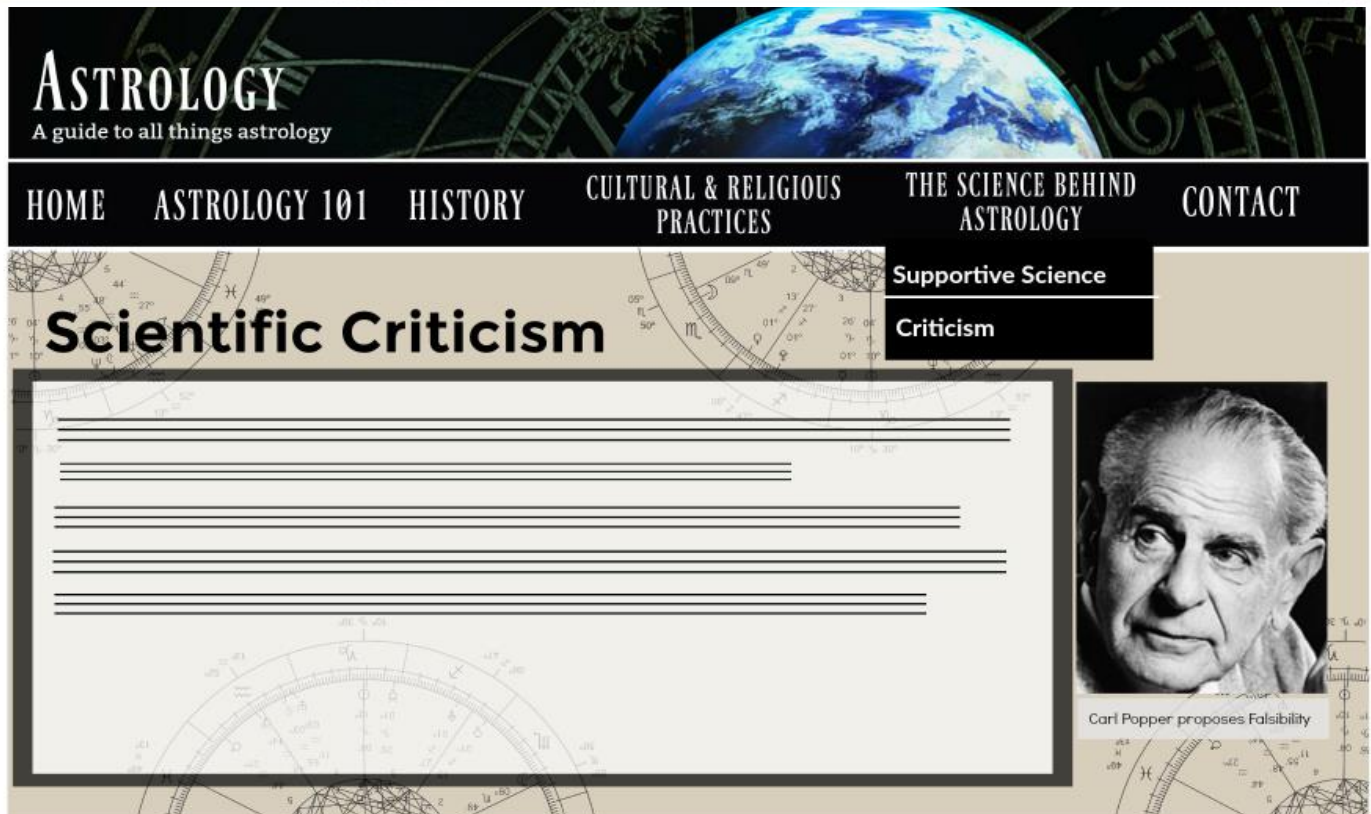


This first wireframe of the homepage considers the personas that will access the site and follows the proposed IA. The home page consists of an image slideshow, with images that will link to their respective pages if it peaks to a visitor's interest. A navigation bar consisting of all the global navigation is displayed on top and easy to access for users, but an additional Quick Links section will be provided on a side bar with the most popular local navigation pages directly linked so the user will not have any difficulty locating it. Considering the younger audience, these links will have more intriguing names so as to increase traffic.



This second wireframe is a “screenshot” of the inner-content Scientific Criticism page from the local navigation. This wireframe responds to the persona of someone interested in the science behind astrology, and are serious to learn more about it; therefore, this page is very straightforward with any relevant images on the side, making it easier for anyone doing research to learn and find what they are looking for.

Graphic Design

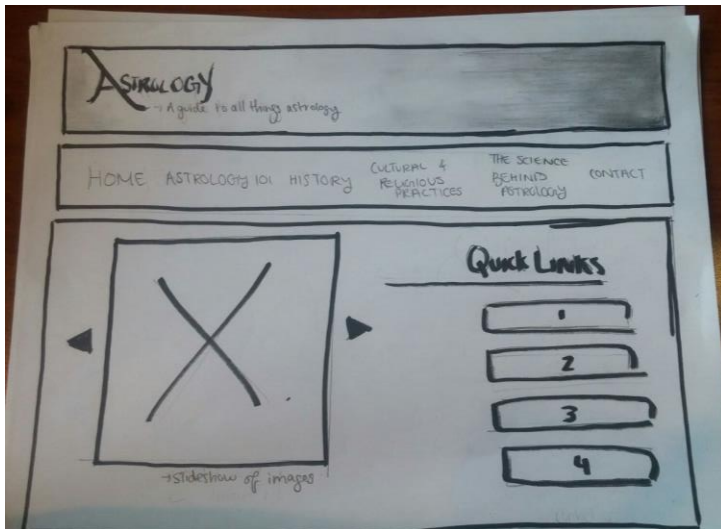


Process

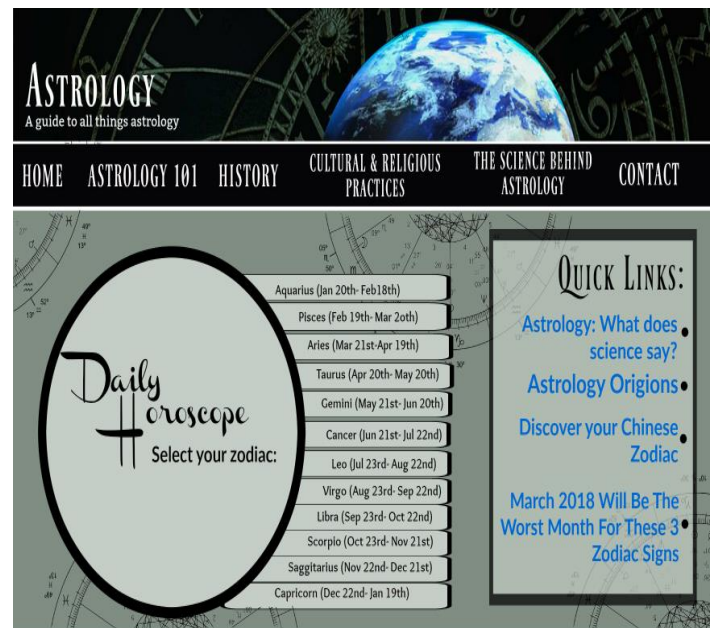
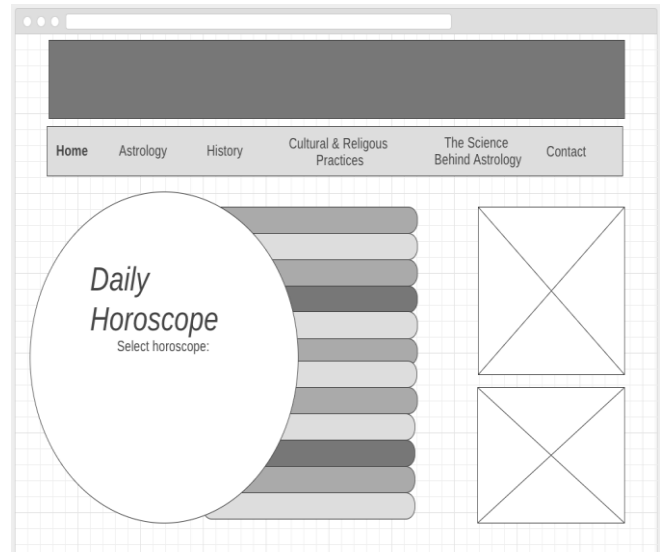
1.

CCT260 Lab 1

1. Kim Kardashian West
<https://www.kimkardashianwest.com/>
2.
 - a) The overall display considerations are design thoughtfully for both website and mobile users, which can be credited to the simple, blog style design of the website. The online website is adaptive to changes of size. The menu bar atop the site is adaptive for mobile and online users, as due to the small screen, rather than showing all the listed options, it creates a separate menu option to view the pages.
 - b) After changing my browsers language settings to Arabic to see whether the website had language considerations, it appears that the language settings did not change anything on the site, and neither the language as it remained in English.
 - c) The website has a very simple design with a single block nude colour, thus no lighting considerations have taken place.
 - d) Because the website acts as a blog, the layout is very straightforward in a blog format with no hierarchy in content, rather the time it was uploaded. Grid design is a single, infinite column, which makes it difficult to locate specific posts, becoming inconvenient.
 - e) The colour choice is simple, and stays true to the Kim Kardashian West brand, being a single nude colour. This can be aesthetically appealing but becomes boring as nothing stands out.
 - f) Only a single sans font is used, and is bold in all capital letters. This stays consistent to the simple aesthetic, and allows users to easily view all options and see where they want to go. Like the colour, this consistency tends to become boring as nothing is eye-capturing.



2.



For the completion of this assignment, I took a lot of inspiration from the first lab, and referenced the second lab as well. For Lab 1, I analyzed Kim Kardashian's website, which is a popular and mainstream website that a lot of younger people visit. Because this persona is similar to the personas that I described earlier, I decided to integrate some of the positive aspects onto my own website design and avoided the negative aspects. The Kim Kardashian site had a simple design overall with a nude colour throughout. This simple colour scheme is attractive, so I chose a nude for the background colour, however I changed the header to a darker colour to add some lighting considerations and avoid it from becoming boring, as I noted in that lab. This is also in consideration of the other personas, who may not be a younger audience and are there for research. I put the navigation bar on top like the site, and avoided the blog format to avoid confusion. Once looking through the site, it was clear that the Kardashian eventually gets boring with the same background and fonts. Therefore, on my own site I added some varying fonts, as well as decided to add some other elements to the background, but keeping them light so the site visitor would not be distracted, while still maintaining interest.

Part 2 of the process shows what my original design for the web page would have been. I implemented a "Daily Horoscope" section, while not in the original content study, I thought this would be a nice addition for the younger persona. However, after reading the Assignment instructions once more I had to redesign as the design should be a more informative style with more organization of the data, which is something I failed to consider. Therefore, I decided to add a slideshow of images instead to still keep it more creative and attractive for a younger audience, and quick links that lead to pages from the local navigation with interesting but more professional titles when compared to the original design.

I chose the topic of Astrology as it something very popular today, and is an intriguing topic I personally wanted to learn about. Visiting the original Wikipedia page, it was very unorganized and I found myself confused finding the information I needed in the time limit that I had. I designed the website as an ideal website for someone in my position, while considering all other personas, and how I would have liked the information to be provided. Doing my best to do this topic justice, I referenced previous lectures and labs, while following each of the assignment requirements to reach my final design.

References

- L. (2010, March 9). File:Karl Popper.jpg [Karl Popper in the 1980's.]. Retrieved from https://en.wikipedia.org/wiki/File:Karl_Popper.jpg
- Oyster, F. T. (2014, August 31). File:Astrological Chart -- New Millennium.svg [Digital image]. Retrieved March 01, 2018, from https://commons.wikimedia.org/wiki/File:Astrological_Chart_--_New_Millennium.svg
- P. (n.d.). Acient Planet Astronomy [Digital image]. Retrieved from <https://pixabay.com/en/acient-planet-astronomy-astrology-1841699/>
- Z. (2011, July 20). File:Venice ast sm.jpg [Digital image]. Retrieved from https://commons.wikimedia.org/wiki/File:Venice_ast_sm.jpg